Nabler

Data Science Case Study

The client

A multinational corporation based out of India, that provides business consulting, information technology and outsourcing services.

The need

Client wanted a privately hosted environment for processing and storing marketing data that involved:

- Pulling data from multiple data sources(Eloqua,Adobe,SFDC etc) and extract files (Excel Files, CSV Files).
- > Blending the data.
- Storing the data in a centralized database, exposing a view for visualization tools to build dashboards or reports.

The Challenges

- Identifying the key for blending data from multiple sources.
- > Implementing the identified keys in all the data sources to blend the datasets.
- Getting the API credentials to automate the data pulls.
- > Formalizing the templates for file based inputs.
- Writing jobs for data pulls from API or extracts and processing them to transform the data as per visualization requirements.
- () Identifying the owners of data sources for finalizing the formats.
- > Deploying the solution in Amazon AWS environment with proper backups and restoration plans.

Our Approach

Nabler has an in-house developed Data Prep platform which has connectors build in to pull the data from multiple sources and dump the data into centralized database hosted in Amazon AWS cloud.

The Success Story



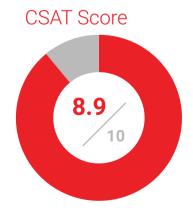
We facilitated end to end automation of extraction of data, It's transformation and visualization through dashboards.



We also covered deployments and maintenance.

CLIENT SPEAK

"Since beginning our engagement, I have been very appreciative of the Nabler team's knowledge and competence. They have gone above and beyond to deliver thoughtful, data-driven suggestions that have broadened and improved my solution concepts. And just as importantly, the team has a great attitude when it comes to answering questions and otherwise providing knowledge necessary to advancing our optimization practice."



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Nabler is a Digital Analytics company. We help enterprises and media agencies analyse digital data to better understand customer behaviour and enable revenue driving decisions. Founded in 2004 with offices in Charlotte, Denver and Bangalore, we have advised some of the top global brands, media agencies and Fortune 500 companies.